

Exam Number/Code:STI-884

Exam Name:SOCA Sales Small &
Medium Businesses (SMB)

Version: Demo

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QUESTION NO: 1

Which are the key reasons that there is a huge shift in the type of technology that small and medium sized businesses are adopting and are spending money to change their telephone systems? (Choose three)

- A. Personal Mobility.
- B. Corporate Excellence.
- C. Cost Control.
- D. Productivity.

Answer: A,C,D

QUESTION NO: 2

Which best describes Siemens' most recent application specifically tailored to the needs of the small and medium sized businesses?

- A. OpenScape
- B. Unified Communications
- C. OpenScape Office
- D. LifeWorks

Answer: C

QUESTION NO: 3

What makes the Siemens Unified Communications solutions unique in the marketplace?

- A. They are proven and mature offerings that operate with your customer's existing IT environment and provide easy growth and expansion.
- B. They leverage existing applications such as Microsoft Outlook.
- C. They offer cost savings and productivity enhancing benefits.
- D. They enable employees to remain connected when they are out of office.

Answer: A

QUESTION NO: 4

Which best describes Open Service Delivery in Open Communications?

- A. Providing innovative business continuity service to your customer.
- B. Implementing Open Communications in a wide variety of forms, including Managed and Hosted Services.
- C. Replacing voice and data infrastructure with new Unified Communications solutions.

D. Enabling integration of mobile communication and location independence across networks.

Answer: B

QUESTION NO: 5

Which best describes the IT-based communications principle of Open Communications?

- A. IT-based open Communications enables integration of mobile communications and location independence across networks.
- B. IT-based open Communications uses the latest technology to provide innovative business continuity services to your customer.
- C. IT-based open Communications can be implemented in various forms such as Managed and Hosted Services.
- D. IT-based open Communications means a strong commitment to SIP and LINUX, a clear focus on IT-oriented deployments.

Answer: D

QUESTION NO: 6

Which best describes the OpenPath model?

- A. How your customers can move their communications environment from where it is today to where they need it to be.
- B. How Siemens' solutions can affect the operating costs and sales of your customers.
- C. How to decide which products fit your customers' profile.
- D. How to maximize the lifetime values of solutions and services that you provide to your customers.

Answer: A

QUESTION NO: 7

Which best describes Siemens' model for migration to Unified Communications?

- A. OpenPath
- B. LifeWorks
- C. Open Service Delivery
- D. HiPath 3000

Answer: A

QUESTION NO: 8

Which describe the motivations of a Transform customer? (Choose two)

- A. Business processes are specific solution led
- B. Business processes are architecture led
- C. Lowest TCO, CapEx, and best CEBP
- D. Solution is ROI based

Answer: B,C

QUESTION NO: 9

Which factor affects small and medium sized businesses' ability to make informed decisions about technology?

- A. Customer segmentation.
- B. Lack of dedicated IT staff.
- C. Unclear business strategy.
- D. Lack of market knowledge.

Answer: B

QUESTION NO: 10

Which is an indicator for opportunity if your prospect is a Value Chief?

- A. The prospect has a PC network upgrade planned for implementing a new application.
- B. The prospect is moving to a new, more cost-effective office space.
- C. The prospect is investigating productivity features to make the business more efficient.
- D. The prospect is interested in IP technology but is uneasy about a large initial investment.

Answer: D